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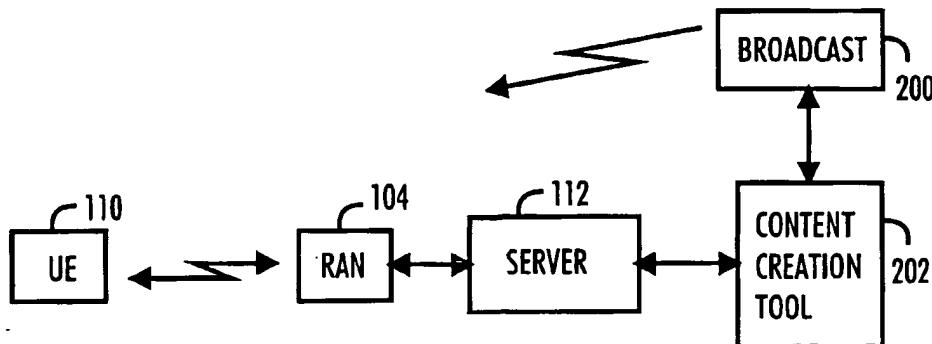
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(54) Title: METHOD, SYSTEM AND USER TERMINAL FOR COLLECTING INFORMATION ON AUDIENCE OF BROADCAST MEDIA STREAM

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(57) **Abstract:** The invention is related to a method for collecting information on an audience of a broadcast media stream. The method comprising: broadcasting a media stream on at least one broadcast channel of the broadcast system, transmitting parallel information on at least one parallel channel which parallel information is associated and synchronized with the media stream of at least one broadcast channel, connecting the audience to the media system as passive users or active users, the active users receiving the parallel information and the passive users not receiving the parallel information, collecting information on the audience connected to the media system, the information being on active users and/or passive users, processing the collected information in a predetermined way.